

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisement OutLook Traveller getways magazine Weekend Breaks from Hyderabad special issue, through M/s. Akshara Advertising – Publication Charges – Amount Sanction of Rs. 4,00,000/- - Orders - Issued

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 273

Dated: 13-03-2009

Read the following:-

- 1 Govt. Lr.No.30028/PMU/PRO/2007, YAT&C (PMU) Department. dt. 01.03.2008
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 R.O.No.434/Display-PP/Advt.I—2/2007-08-2, I&PR Department, Dt.26.03.2008.
- 6 Bill No. S/115/08, dt. 28.08.2008 of M/s. Akshara Advertising, Hyderabad

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ORDER:

With a view to promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements for publication in various Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, the Department of Tourism & Culture had released an advertisement for publication in OutLook Traveller getways magazine Weekend Breaks from Hyderabad special issue, for pre PATA Mart 2008 publicity vide the R.O of the I & PR the reference 5th cited, through M/s. Akshara Advertising, which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement in their Outlook Traveller Weekend Breaks from Hyderabad special issue published from page 4 to 222, the advertising agency has submitted a bill amounting to Rs.4,07,416/- vide letter 6rd read above for arranging payment.

2. After careful examination of the matter with reference to the R.O. is sanction by the I & PR in the reference 5th cited, Government hereby accord sanction for an amount of Rs.4,00,000/- (Rupees Four lakhs only) towards publication of the advertisement in OutLook Traveller getways magazine Weekend Breaks from Hyderabad special issue,

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan SH (15) – PATA Conference – 500 - other charges - 503 - other expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Akshara Advertising, Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To,
M/s. Akshara Advertising, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER